

Central Hollywood
Coalition
Board of Directors

Carol Massie
President
McDonald's Restaurants

Fabio Conti
Vice President
The Fabiolus Cafe

Arthur Stroyman
Secretary
*Kilroy Realty
Corporation*

Kitty Gordillo
Treasurer
Hollywood YMCA

David Calabrese
CIM Group

Charles Eberly
The Eberly Company

Brian Folb
Paramount Contractors

Chase Gordon
Avison Young

Elva Hernandez
*Hudson Pacific
Properties*

Melissa Logan
Amoeba Music

Elizabeth McDonald
*The Los Angeles
Film School*

Michael Nourmand
Nourmand & Associates

Michael Pogorzelski
AMPAS

Fred Rosenthal
Ametron

Joyce Williams-Maxwell
Emerson College

Kerry Morrison
Executive Director



April 30, 2015

TO: Miranda Paster
Administrative Services Division
Office of the City Clerk

FROM: Kerry Morrison, Executive Director
Sunset & Vine Business Improvement District

A handwritten signature in black ink, appearing to read "Kerry Morrison".

SUBJECT: First Quarter Report

Pursuant to our agreement with the City of Los Angeles, I am submitting our Fourth Quarter Report on behalf of the Central Hollywood Coalition Board.

I. Operational Issues

- The Planning Report for 2015 was approved at the January board meeting, because the Board elected to take a December hiatus. The report was submitted to the City Clerk.
- Directors & Officers insurance was renewed in January at a cost commensurate with the previous year.
- The slate of new directors was elected to serve two-year terms at the February annual meeting. The board elected: David Calabrese, CIM Group; Brian Folb, Paramount Contractors; Melissa Logan, Amoeba Records; Carole Massie, McDonald's; Michael Nourmand, Nourmand & Assoc; Arthur Stroyman, Kilroy Realty Group; Joyce Williams-Maxwell, Emerson College. Terms expire in 2017.
- The board also elected officers at the February meeting:
 - Carol Massie, President
 - Fabio Conti, Vice President
 - Arthur Stroyman, Secretary
 - Kitty Gordillo, Treasurer
- Kerry Morrison introduced to the board the new Operations Coordinator, Matthew Severson, who was hired to replace Sarah Besley.
- The board approved the change order for the management agreement between the CHC and the HPOA at their February meeting.

Central Hollywood Coalition First Quarter Report to City

- Bill Humphrey, from Hudson Media Properties, was elected to the board to fill the term through February 2016 vacated by Elva Hernandez.
- At the March meeting, the board voted to amend the bylaws to change to a system whereby board members serve for three year terms (instead of two). The change called for creating three classes of initial members to create the staggered terms. After approving the amendment, the board "drew straws" to determine whose term would expire in 2016, 2017 and 2018. Five names were drawn for each year.

II. Security

- The BID – several of the staff and board members – participated in the bi-annual homeless count on January 29, 2015.
- Staff shared information about the increase in homelessness in both BIDs over the past year. In the January 2014 month end count conducted by Andrews International, there were 80 in the Sunset BID. That number increased 62 percent to 130 in the January 2015 month end count.
- The board agreed in January to share the cost of one Americorps worker (through the Hope for the Homeless program) to do proactive homeless outreach through October, 2015. The share for Sunset and Vine will be \$5,000.
- The board heard a presentation at their March meeting about a proposed city-wide street vending ordinance. The board voted to oppose the ordinance concept in its current form and staff sent a letter to the council office to that effect.
- First quarter statistics are as follows:

Private Person's arrests	66
Social Service Referrals	230
Assist LAPD	30
Business Contacts	1,915
Radio Calls	533

III. Marketing

- An ad-hoc marketing group was formed to work on marketing and communications strategies for the new year.

Central Hollywood Coalition First Quarter Report to City

- The board approved Sunset & Vine participating as a co-sponsor of the upcoming BISNOW event featuring Hollywood development on April 29, 2015. It will be held at the W Hotel and several panelists will address Sunset BID property developments.
- Several members of the board are participating on an ad-hoc working group, in conjunction with the Hollywood BID, to develop a neighborhood cultural festival for later this year.

IV. Streetscape & Planning

- The HPOA has finally secured a lease for space on Cherokee for the Clean Street maintenance crew. Because the rent is being paid from the Hollywood Entertainment District budget, the board agreed at the January meeting to pay the utility costs for the space. Clean Street is the vendor for both BIDs.
- The Vine Street tree vandal has been identified by LAPD detectives and the case has been handed over to the city attorney for prosecution.
- The board authorized at their March meeting an expenditure of \$7,500 from the 2004-08 Special Projects fund to pay for the removal of Ficus Trees on Vine Street in association with a Walk of Fame restoration project underway there.

V. Other

- The staff of the HPOA were served a voluminous Public Records request from Mr. Adrian Riskin on January 8. The HPOA has retained counsel in order to be guided on how to respond to these requests. At issue are photos, logs and reports from security vendor Andrews International dating back to 2007, all emails for one year and other requests.
- Staff brought information about the Promise Zone and the efforts of the Youth Policy Institute to conduct a community needs assessment for the Choice Neighborhood grant to the attention of the board.

CENTRAL HOLLYWOOD COALITION

Cash Flow to Date and Budget Balance to Date

As of 3/31/2015 YTD Actual (updated 4/14/15)

	Actuals To Date	Balance In Budget	Total 2015 Budget
Receipts			
Balance Forward	114,637		114,637
Property Assessments	683,669	823,259	1,506,928
Grant Income			
Receivables & Penalties			
Interest Income Wells Fargo	25	375	400
Interest Income County & City	93	2,407	2,500
Total Receipts and Budget Balance	798,424	826,041	1,624,465
Expenditures			
1. Neighborhood Issues			
a. Security	189,911	610,089	800,000
b. District Maintenance	92,502	287,498	380,000
c. Beautification	7,189	77,033	84,222
d. Marketing	1,004	38,996	40,000
2. Management Contract	39,249	120,751	160,000
3. Office Expense	65	935	1,000
4. Professional Services			
a. Consultants	813	4,188	5,000
b. Accounting	578	11,422	12,000
c. Legal		5,000	5,000
d. Insurance	10,450	4,550	15,000
5. Taxes and Fees	30,243		30,243
6. a Contingency		16,000	16,000
b Delinquency		76,000	76,000
Total Expenditures and Budgeted Balance	372,003	1,252,462	1,624,465
Net Cash	426,422	(426,422)	
Unallocated Roll-Over Amt from 2014	96,597		96,597
Total Cash	523,018		96,597

CENTRAL HOLLYWOOD COALITION **PROJECTED CASH FLOWS 2015**

updated 4/14/2015

	Actual				Projection												Total
	January	February	March	April	May	June	July	August	September	October	November	December	2015				
Receipts																	
Balance Forward from 2014	114,637												114,637				
Property Assessments			683,669		45,208	45,208	512,356	226,487					1,506,318				
Grant Income																	
Receivables, Penalties & Prior Assessments																	
Estimated Interest Income Wells Fargo	17	7	1	42	42	42	42	42	42	42	42	42	400				
Estimated Interest Income County & City			93										2,500				
Total Projected Receipts	114,654	7	683,763	42	45,250	45,652	512,398	226,529	844	42	42	844	1,514,465				
Expenditures																	
1. Neighborhood Issues																	
a. Security	71,515	57,677	60,659	67,788	67,788	67,788	67,788	67,788	67,788	67,788	67,788	67,788	800,000				
b. Direct Maintenance	30,634	30,634	30,634	31,644	31,644	31,644	31,644	31,644	31,644	31,644	31,644	31,644	380,000				
c. Beautification (including \$50K reserve)	319	(736)	7,605	8,728	8,728	8,728	8,728	8,728	8,728	8,728	8,728	7,207	84,222				
d. Marketing		1,004		4,333	4,333	4,333	4,333	4,333	4,333	4,333	4,333	4,333	40,000				
2. Management Contract	13,083	13,083	13,083	13,417	13,417	13,417	13,417	13,417	13,417	13,417	13,417	13,417	160,000				
3. Office Expense	15	15	35	104	104	104	104	104	104	104	104	104	1,000				
4. Professional Services																	
a. Consultants			813	465	465	465	465	465	465	465	465	465	5,000				
b. Accounting	152		428	1,269	1,269	1,269	1,269	1,269	1,269	1,269	1,269	1,269	12,000				
c. Legal				550	550	550	550	550	550	550	550	550	6,000				
d. Insurance	5,350	5,100		508	508	508	508	508	508	508	508	508	19,000				
5. City Fees			30,243										30,243				
6. a. Contingency				1,776	1,776	1,776	1,776	1,776	1,776	1,776	1,776	1,776	18,000				
b. Delinquency				8,444	8,444	8,444	8,444	8,444	8,444	8,444	8,444	8,444	78,000				
Total Projected Expenditures	121,328	106,977	143,887	139,231	139,231	139,231	139,231	139,231	139,231	139,231	139,231	137,810	1,522,465				
Cash for the Current Month	(18,674)	(106,970)	540,088	(139,296)	(139,296)	(139,296)	372,086	81,187	(138,488)	(139,296)	(139,296)	(139,967)					
Cumulative Cash for the Current Year	(18,674)	(113,644)	428,422	287,132	183,050	99,774	472,837	554,034	419,546	278,256	136,967	96,597	96,597				
Unallocated Robt Over Amt from 2014	96,597	96,597	96,597	96,597	96,597	96,597	96,597	96,597	96,597	96,597	96,597	96,597	96,597				
Total Net Cash	88,923	(17,048)	512,018	348,728	288,847	188,287	560,433	650,831	512,143	372,853	231,563	96,597	96,597				

Note - temporary boot negative balance due to delayed processing of first disbursement from the City

Management Plan		2015 Budget		Actual to Date	
	%	\$	%	\$	%
Security	52.4%	651,382	49.2%	800,000	23.7%
Maintenance	23.5%	381,587	23.4%	380,000	82,502
Beautification	4.1%	66,603	5.3%	85,743	7,189
Marketing	2.6%	42,398	2.5%	40,000	2,398
Administration, Legal, Accounting	12.2%	187,535	12.2%	188,000	25,816
Taxes & City Fees	1.7%	27,618	1.6%	28,722	1,104
Contingency	0.7%	11,505	1.0%	18,000	30,243
Delinquencies	2.8%	45,972	4.7%	76,000	
Totals	100.00%	1,834,465	100%	1,834,465	372,003